

Entrepreneurship: Unit 2.1

Customer Profile Charts

Create Your Own Customer Profile

Student: _____ Date: _____ Period: _____

Demographic Profile Charts *(for each Target Market)*

Age Breakdown		Ethnic Breakdown		Household Breakdown	
Category	Percent/ Number	Category	Percent/ Number	Category	Percent/ Number

Gender Breakdown		Education Breakdown		Income Breakdown	
Category	Percent/ Number	Category	Percent/ Number	Category	Percent/ Number

Psychographic Profile Chart

Activities	Interests	Opinions	Lifestyle

Geographic Profile Chart

Local	State	U.S. Regions	International Regions

Buying Characteristics Profile Chart

Loyalty	Rate of Use	Status	Benefits